

## CLAIMS

Having thus described our invention, what we claim as new and desire to secure by Letters Patent is as follows:

1. A method of providing certifications of claims made for products or services on which customers may rely comprising the steps of:
  - 3      establishing a certification service which maintains a Web page;
  - 4      entering into a contract between the certification service and a provider of a product or service for which the provider makes certain claims;
  - 5      verifying the claims made by the provider for the product or service under terms of the contract; and
  - 6      posting information on the Web page about the product or service in which the those claims verified as true are prominently displayed.
1. 2. The method of providing certifications recited in claim 1, wherein the Web page is accessible over the Internet by customers.
1. 3. The method of providing certifications recited in claim 2, further comprising the steps of:
  - 3      maintaining a database of verified claims for products and services provided by a plurality of providers; and
  - 5      providing customers with search engine for searching the database for certified products and services in the database.
1. 4. The method of providing certifications recited in claim 3, wherein the search engine responds to key words and phrases entered by customers by searching the data base for certifications of product or service claims.

1       5. The method of providing certifications recited in claim 1, wherein the  
2       contract with the provider establishes rights and liabilities between the  
3       certification service and the provider, including guarantees by the provider of  
4       continued compliance with the certification with remedies in case of  
5       violations by the provider.

1       6. The method of providing certifications recited in claim 5, wherein the Web  
2       page includes links from a displayed certified product or service to details of  
3       the certification for that product or service, including effective date and  
4       remedy in case of violation.

1       7. The method of providing certifications recited in claim 6, wherein the  
2       certification service directly rules on customer/provider disputes according to  
3       the terms and conditions established with the client provider under the  
4       contract.

1       8. The method of providing certifications recited in claim 7, wherein the Web  
2       page is accessible over the Internet by customers.

1       9. The method of providing certifications recited in claim 8, further  
2       comprising the steps of:  
3              maintaining a database of verified claims for products and services  
4       provided by a plurality of providers; and  
5              providing customers with search engine for searching the database for  
6       certified products and services in the database.

1       10. The method of providing certifications recited in claim 9, wherein the  
2       search engine responds to key words and phrases entered by customers by  
3       searching the data base for certifications of product or service claims.

- 1        11. The method of providing certifications recited in claim 1, wherein the
- 2           certification service is a stand alone business.
  
- 1        12. The method of providing certifications recited in claim 2, wherein the
- 2           certification service is established by an existing business and the Web page
- 3           identifies the existing business as the sponsor of the certification service.

YOR9-2000-0732US

YOR9-2000-0732US